

Methodology

- Online survey administered Summer 2017
- Response rate: 46%; 952 responses (40% in 2016)

Strengths to Celebrate

- College Choice.** Given the opportunity to choose a college again, 97% of parents strongly agree or agree that they would support their student's choice to attend Taylor. (96% in 2016)
- Academic Experiences**
 - Parents strongly agree or agree:
 - Major field courses have provided my student with a beneficial learning experience.* (98%)
 - My student experiences quality instruction in the classroom.* (97%)
 - Foundational Core courses have provided my student with a beneficial learning experience.* (97%)
 - My student has received the support he/she needs to succeed academically.* (96%)
 - My student has benefited from meaningful interactions with faculty.* (96%)
- Growth by Learning Outcome.** Parents report greatest areas of growth for their students in the following areas:
 - 1) Relationship with God, 2) Critical Thinking Skills, 3) Verbal Communication, and 4) Theological Understanding.
- Academic Advising.** 90% of parents strongly agree or agree: *My student has benefited from meetings with his/her academic advisor* (90% in 2016; 87% in 2013).
- Campus Community Life.** Parents strongly agree or agree that their students have benefitted from engaging in: Campus events and programs (97%), An international experience (94%), Chapel (94%), and Leadership activities (93%).
- Admissions Process.** 93% of parents strongly agree or agree: *My student's Taylor experience matches the description that was provided during the admissions process.*
- Office Helpfulness.** Highest rated: Registrar's Office (98% extremely helpful or helpful), Bursar's Office (98%), and Admissions (99%). There have been consistent increases in the results for: *I understand the Taylor University billing process* (92% in 2017; 91% in 2016; 83% in 2010). This is the highest in survey history.
- Responsiveness of the Taylor University.** 96% of parents agree or strongly agree with the statement: *When I have a concern or question, Taylor University staff are helpful in resolving the issue* (93% in 2016).
- Professional and Vocational Preparation.** In response to prior survey results, Taylor has attempted to improve career services. Parents strongly agree or agree that their student's Taylor experience has: *Helped prepared him/her for employment* (93%), *Helped prepare him/her for graduate school* (93%), and *Helped him/her to develop a sense of vocation and calling* (89%). Longitudinally, the greatest gains have been noted in the area of preparation for employment:

This has been a wonderful college experience for my son. I love the way these kids develop friendships that will last a lifetime. Taylor takes their responsibility seriously to raise up Christian leaders who are smart and balanced in their worldview. I would recommend Taylor to any prospective student.

- 2017 Parent Survey Participant

	2017	2016	2015	2014	2013	2012	2011	2010
My student's Taylor experience has helped prepared him/her for employment.	93%	93%	77% 19% neutral	75% 21% neutral	89%	90%	86%	85%

Opportunities for Improvement

- Learning Outcomes.** Writing Skills, Scientific Literacy, and Understanding of the Arts were among the lower rated items regarding the growth parents believe students have experienced as a result of the Taylor experience.
- Food Service.** Overall, there has been noticeable improvement in satisfaction with food service items when compared to 2016:
 - I am satisfied with the overall quality of the food my student is serve* (82%; 78% in 2016).
 - I am satisfied with the variety of food my student is served* (80%; 77% in 2016).
- Financial Aid.** Parents are satisfied with the helpfulness of the Financial Aid Office (95%) but expressed a lower level of satisfaction with financial aid packages (73%). Although this percentage is lower than other items in the University Services section, 73% for financial aid packages is highest in survey history.
- Campus Services.** Despite 2017 increase for the item: *My student has benefited from engaging with the Calling and Career Office* (71% strongly agree or agree; 69% in 2016), the Calling and Career Office (74%) is rated lower than other items in the "Office Helpfulness" section and has opportunities for improvement in the following areas:
 - The CCO has assisted my student with internship/practicum resources* (55%; 57% in 2016).
 - The CCO has equipped my student with resources and skills to begin the job search process* (53%; 57% in 2016)
 - The CCO has equipped my student to find employment* (48%; item not asked in 2016; 40% in 2013).

Dissemination of Results

- The 2017 Taylor University Parent Survey results are reviewed by the President's Cabinet and Parents Council.
- Parent Survey results are shared in the monthly *Parent Perspectives* newsletter.
- University Assessment Council has reviewed results and select items have been included in the University Report Card and Annual Assessment Report to highlight issues of importance.